

Merit Taste Stands Alone.



It broke all the traditional rules of cigarette-making by concentrating on the tobacco end, not the filter end, of smoking.

MERIT. The cigarette that made history by delivering the taste of leading brands having up to twice the tar. MERIT.

If you smoke for flavor, you'll know.

Nothing halfway about it.
MERIT



Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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7 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Dec/81



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